

Rep Order# 8866119 Ver# 5 Status Revised  
EC'd Yes

Traffic Order# 37290

Printed: 09/28/2012 2:00 PM  
Last Received: 09/28/2012 1:57 PM  
Showing Buylines: All Lines

1 of 6

Station KLAS-TV LAS VEGAS  
Advertiser ( ) BERKLEY, SHELLY  
Product BERKLEY/SENATE/D  
Estimate#  
Buyer MICHAEL DETTORRE  
Phone#  
Fax#

Agency ( ) SHORR JOHNSON MAGNUS  
1831 CHESTNUT ST  
PHILADELPHIA, PA 19103  
Agency C/P1/P2/E  
Flight Dates 09/18/2012 - 09/24/2012  
Hiatus Weeks

Rep Firm  
Sales Office ( ) WASHINGTON  
Salesperson ( ) MIKE JONES  
Salesperson Phone# 202-872-5880  
Salesperson FAX# 202-872-0263

--- CONTRACT COMMENT ---

BERKLEY FOR SENATE \*\*\*\*\*NONDISCRIMINATION\*\*\*\*\* PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ COMMUNICATIONS, INC. (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.

--- REMARKS ---

THIS IS A REVISION, DO NOT DOUBLE BOOK  
NEW REVISED TOTAL - \$34,970  
PLEASE CONFIRM  
THANKS, MIKE!

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
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	1	TU-F	400A-459A		:30	\$35.00	09/18-09/21	6	1	6	\$210.00	
				Buyline Comment: NEWS								
	2	M	400A-459A		:30	\$35.00	09/24-09/24	2	1	2	\$70.00	
				Buyline Comment: NEWS								
	3	TU-F	700A-900A		:30	\$440.00	09/18-09/21	2	1	2	\$880.00	
				Buyline Comment: CBS THIS MORNING								
	4	M	700A-900A		:30	\$440.00	09/24-09/24	1	1	1	\$440.00	
				Buyline Comment: CBS THIS MORNING								
	5	TU-F	500A-600A		:30	\$565.00	09/18-09/21	2	1	2	\$1,130.00	
				Buyline Comment: NEWS								
	7	TU-F	600A-700A		:30	\$750.00	09/18-09/21	1	1	1	\$750.00	
				Buyline Comment: NEWS								

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	9	TU-F	1200P-1230P		:30	\$690.00	09/18-09/21	1	1	1	\$690.00	
				Buyline Comment: NEWS								
	10	M	1200P-1230P		:30	\$690.00	09/24-09/24	1	1	1	\$690.00	
				Buyline Comment: NEWS								
	11	TU-F	300P-400P		:30	\$1,000.00	09/18-09/21	2	1	2	\$2,000.00	
				Buyline Comment: ELLEN								
	12	M	300P-400P		:30	\$325.00	09/24-09/24	2	1	2	\$650.00	
				Buyline Comment: ELLEN								
	16	M	900A-1000A		:30	\$250.00	09/24-09/24	1	1	1	\$250.00	
				Buyline Comment: LIVE WITH KELLY								
	19	TU-F	1230P-200P		:30	\$900.00	09/18-09/21	1	1	1	\$900.00	
				Buyline Comment: BOLD/DEAL								
	20	M	1230P-200P		:30	\$900.00	09/24-09/24	2	1	2	\$1,800.00	
				Buyline Comment: BOLD/DEAL								
	21	TU-F	630P-700P		:30	\$875.00	09/18-09/21	3	1	3	\$2,625.00	
				Buyline Comment: INSIDE EDITION								
	22	M	630P-700P		:30	\$875.00	09/24-09/24	1	1	1	\$875.00	
				Buyline Comment: INSIDE EDITION								
	23	SU	630P-700P		:30	\$600.00	09/23-09/23	1	1	1	\$600.00	
				Buyline Comment: NEWS								

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	25	TU-F	500P-630P		:30	\$1,000.00	09/18-09/21	3	1	3	\$3,000.00	
				Buyline Comment: NEWS								
	26	M	500P-630P		:30	\$375.00	09/24-09/24	2	1	2	\$750.00	
				Buyline Comment: NEWS								
	27	TU-F	430P-500P		:30	\$940.00	09/18-09/21	2	1	2	\$1,880.00	
				Buyline Comment: NEWS								
	28	M	430P-500P		:30	\$300.00	09/24-09/24	1	1	1	\$300.00	
				Buyline Comment: NEWS								
	29	SA	700P-800P		:30	\$175.00	09/22-09/22	0	0	0	\$0.00	
				Buyline Comment: ET								
	30	TU-F	700P-800P		:30	\$1,000.00	09/18-09/21	4	1	4	\$4,000.00	
				Buyline Comment: ET/INSIDER								
	31	M	700P-800P		:30	\$1,000.00	09/24-09/24	1	1	1	\$1,000.00	
				Buyline Comment: ET/INSIDER								
	32	TU-F	1135P-1237A		:30	\$750.00	09/18-09/21	3	1	3	\$2,250.00	
				Buyline Comment: LETTERMAN								
	33	M	1135P-1237A		:30	\$750.00	09/24-09/24	1	1	1	\$750.00	
				Buyline Comment: LETTERMAN								
	34	TU-F	1235A-135A		:30	\$115.00	09/18-09/21	3	1	3	\$345.00	
				Buyline Comment: FERGUSON								
	35	M	1235A-135A		:30	\$115.00	09/24-09/24	1	1	1	\$115.00	
				Buyline Comment: FERGUSON								

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	36	SA-SU	1100P-1135P		:30	\$350.00	09/22-09/23	1	1	1	\$350.00	
		Buyline Comment: NEWS										
	37	W-F	1100P-1135P		:30	\$500.00	09/19-09/21	0	0	0	\$0.00	
		Buyline Comment: NEWS										
	39	SA	530P-600P		:30	\$250.00	09/22-09/22	1	1	1	\$250.00	
		Buyline Comment: POLITICS NOW										
	40	SU	630A-800A		:30	\$850.00	09/23-09/23	1	1	1	\$850.00	
		Buyline Comment: CBS SUNDAY MORNING										
	41	SU	800A-830A		:30	\$850.00	09/23-09/23	1	1	1	\$850.00	
		Buyline Comment: NEWS										
	42	SU	830A-900A		:30	\$940.00	09/23-09/23	1	1	1	\$940.00	
		Buyline Comment: FACE THE NATION										
	43	SA	930A-1200P		:30	\$750.00	09/22-09/22	2	1	2	\$1,500.00	
		Buyline Comment: NCAA FOOTBALL										
	45	F	900P-1000P		:30	\$1,200.00	09/21-09/21	0	0	0	\$0.00	
		Buyline Comment: CSI NY										
	*47	SU	430P-530P		:30	\$150.00	09/23-09/23	0	0	0	\$0.00	
		Buyline Comment: ELECTRIC PLAYGROUND										
		Sales Remark: V5 .										
		V5 Comment Changed, Spots/week Changed										

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	48	M	1000A-1100A		:30	\$1,000.00	09/24-09/24	1	1	1	\$1,000.00	
				Buyline Comment: PRICE IS RIGHT								
	49	SA	1135P-1235A		:30	\$70.00	09/22-09/22	1	1	1	\$70.00	
				Buyline Comment: PRIVATE PRACTICE								
	*50	SA	1235A-135A		:30	\$60.00	09/22-09/22	0	0	0	\$0.00	
				Buyline Comment: DA VINCI								
				Sales Remark: V5 .								
				V5 Comment Changed, Spots/week Changed								
	51	SU	500A-600A		:30	\$190.00	09/23-09/23	1	1	1	\$190.00	
				Buyline Comment: EYE ON WASHINGTON/WSJ								
	52	TU-F	400A-459A		:30	\$20.00	09/18-09/21	1	1	1	\$20.00	

—REPORT TOTALS—

Report Totals: 61 / \$34,970.00

—SALES MONTHLY TOTALS—

Sep 12: 61 / \$34,970.00

Sales Totals: 61 / \$34,970.00

Station Totals: 61 / \$34,970.00

Lines not sent/rcld/rtrn: 0 / \$0.00

—COMPETITIVE—

Market Totals	\$116,567	CABL	0%	KLAS	30%	KSNV	40%	KTNV	25%	KTUD	0%
		KVCW	0%	KVMY	0%	KVVU	5%	UNKN	0%		